Attorney Docket No. 7921.1 Confirmation No. 5624

PATENT

November 12, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Davies Group Art Unit: 3627 Serial No.: 10/772,711 Examiner: P. Danneman

Filed: February 5, 2004

For: SERVICE CENTER AND ASSOCIATED METHOD FOR OFFERING SERVICES

IN A RETAIL ENVIRONMENT

Mail Stop: Amendments Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

This responds to the <u>Final Office Action</u> mailed June 24, 2009. The undersigned patent attorney appreciates the Examiner's thorough examination of the application and responds herein to the issues presented. The Applicant would very much appreciate an <u>Advisory Action</u> well before the date that the case would go abandoned, i.e., December 24, 2009.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on Page 12.

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